

# **PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION**

## **Annual Meeting**

**Monday, May 16, 2016**

**9:00 am to 12:00 pm**

**The Great Hall**

**Hubert H. Humphrey Building**

**200 Independence Avenue, SW**

**Washington, DC 20201**

## Agenda

### Monday, May 16, 2016

9:00 am	<a href="#">Call to Order and Welcome</a>	pg 7	Drew Brees & Dominique Dawes <i>Council Co-Chairs</i>
9:05 am	<a href="#">Welcome</a>	pg 8	Dr. Karen B. DeSalvo, <i>Acting Assistant Secretary for Health, Department of Health and Human Services (HHS)</i>
9:15 am	<a href="#">Youth Perspective on Importance of Being Active and Eating Healthy</a>	pg 9	Abigail Forrence <i>Fuel Up to Play 60 Ambassador</i>
9:20 am	<a href="#">Executive Director Report</a>	pg 10	Shellie Pfohl, <i>PCFSN Executive Director</i>
9:30 am	<a href="#">National Foundation on Fitness, Sports &amp; Nutrition Report</a>	pg 13	Chris Watts, <i>Foundation Executive Director</i>
9:40 am	<a href="#">Reflections from Council Members</a>	pg 14	Moderator: Jayne Greenberg <i>Council Member</i>
10:20 am	<a href="#">Physical Activity Break</a>	pg 19	Cornell McClellan & Donna Richardson <i>Council Members</i>
10:25 am	<a href="#">Science Board Update</a>	pg 20	Dr. James Rimmer, <i>Science Board Chair</i>  Dr. Stephen McDonough <i>Council Member &amp; Liaison to Science Board</i>
10:35 am	<a href="#">Lifetime Achievement Awards Presentation</a>	pg 21	<i>Council Members</i>
10:50 am	<a href="#">Celebrating 60 Years of the President's Council</a>	pg 22	Moderator: Rob Shepardson, <i>Council Member</i>
11:20 am	<a href="#">The Next 60 Years: Advice for Continuing the Mission</a>	pg 25	Moderator: Dr. Risa Lavizzo-Mourey <i>Council Member</i>
11:50 am	<a href="#">HHS Reflections on a Healthier Future</a>	pg 28	Dr. Karen B. DeSalvo <i>Acting Assistant Secretary for Health, HHS</i>
12: 00 pm	<a href="#">Closing Remarks &amp; Adjourn</a>	pg 29	Drew Brees & Dominique Dawes <i>Council Co-Chairs</i>

## **PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION**

### **Co-Chairs**

#### **Drew Brees**

Quarterback, New Orleans Saints  
2009 Super Bowl MVP

#### **Dominique Dawes**

Motivational speaker; gymnastics coach  
Three-time Olympic medal gymnast; US Olympic Committee Hall of Fame

### **Members**

#### **Dan Barber**

Award-winning chef and co-owner, Blue Hill restaurant, New York City; *Time* "100 Most Influential People," 2009; served on Harvard Medical School's Center for Health and the Global Environment advisory board

#### **Caitlin K. Cahow**

Three-time World Champion and two-time Olympic medalist, US Women's National Hockey Team; 2008 USA Hockey Women's Player of the Year

#### **Jason Collins**

Retired professional basketball player; National Association of Basketball Coaches third team All-American and All PAC-10 first team; partner with the Gay, Lesbian & Straight Education Network

#### **Misty Copeland**

First African American female soloist at American Ballet Theatre in 20+ years  
*Time* "100 Most Influential People" in 2015  
Recipient of a 2008 Leonore Annenberg Fellowship in the Arts

#### **Allyson Felix**

Olympic gold medal track and field sprinter  
Set a world record with the US Olympic women's 4x100 relay team  
First woman to win three World Outdoor Championship 200-meter titles

#### **Jayne Greenberg, PhD**

District Director of Physical Education and Health Literacy, Miami-Dade County Public Schools; helped develop the *I Can Do It, You Can Do It* initiative; chaired the Sport Development Committee for the US Olympic Committee

**Lieutenant General Mark Hertling (Ret.)**

Former Commanding General of US Army, Europe

Modernized the Army's basic training program

Received the Distinguished Service Medal, the Bronze Star, and the Purple Heart

**Grant Hill**

Retired professional basketball player

Seven-time National Basketball Association (NBA) All-Star

Member of the gold medal-winning Dream Team at the 1996 Olympics

**Billie Jean King**

Twenty-time Wimbledon tennis champion

Founder & first president, Women's Tennis Association

Board of Trustees member for the Elton John AIDS Foundation

**Michelle Kwan**

Most decorated figure skater in US history

Winner of unprecedented 43 championships

2003 US Olympic Committee Sports Woman of the Year

**Risa Lavizzo-Mourey, MD**

First female and first African-American president and CEO of the Robert Wood Johnson

Foundation; received MD from Harvard Medical School; named a Robert Wood

Johnson Clinical Scholar

**Cornell McClellan**

Fitness consultant and personal trainer to the First Family

Owner, Naturally Fit training and wellness company

Spent 30 years in the world of physical fitness

**Stephen McDonough, MD**

Pediatrician in North Dakota for 32 years

Faculty member, University of North Dakota Medical School

Authored book on the history of public health in North Dakota

**Alonzo H. Mourning, Jr.**

Seven-time NBA All-Star and two-time Defensive Player of the Year

Founder of Mourning Family Foundation

Recipient of the NBA's Community Assist Award in 2006

**Chris Paul**

Five-time NBA All-Star

Won two gold medals and one bronze medal with Team USA

Helped establish the CP3 Foundation

**Curtis Pride**

Head Baseball Coach, Gallaudet University  
Retired major league baseball outfielder  
Recipient of Baseball Writers Association Tony Conigliaro Award for overcoming adversity through spirit, courage, and determination

**Rachael Ray**

Host of Emmy award-winning *The Rachael Ray Show*  
Founder of the lifestyle magazine *Every Day with Rachael Ray*  
Founder of the Yum-o! nonprofit organization to empower families to develop healthier relationships with food and cooking

**Donna Richardson**

International fitness guru (more than 25 award-winning videos)  
National Fitness Hall of Fame  
Creator of GROW Green, Get Fit™

**Anthony Marc Robles**

National Collegiate Athletic Association (NCAA) Wrestling Analyst/Expert at ESPN  
NCAA wrestling champion 2010-2011  
Wrestling Hall of Fame

**Robert Thomas Shepardson**

Partner/Co-Founder, SS+K marketing and communications (clients include *Let's Move!* and *Joining Forces*); member, Council on Foreign Relations; led SS+K's assignments for General Electric, Microsoft, Anheuser-Busch, and Goldman Sachs, among others

**Ian Smith, MD**

Medical/diet expert on VH1's "Celebrity Fit Club"  
Creator and founder of The 50 Million Pound Challenge and The Makeover Mile  
Host of radio show HealthWatch

**Executive Director****Shellie Pfohl**

Leads PCFSN efforts to support First Lady Michelle Obama's *Let's Move!* initiative; recipient, President's Council on Physical Fitness and Sports Community Leadership Award; co-founder/former executive director, Be Active North Carolina

## **PCFSN Staff**

**Tasha Bradley**, MPA, Director of Communications

**Lauren Darensbourg**, MPH, Program Director, *I Can Do It, You Can Do It*, Strategic Partnerships for Minority & Underserved Populations

**Joey King**, Deputy Director of Communications/Webmaster

**Annette Wright**, MBA, Executive Assistant

**Ebony Andrews**, MPH, Sports Programming & Communications

**Meredith Aronson**, MPS, Strategic Partnerships & Communications

**Ross Schwarzber**, MA, Strategic Partnerships & Communications

**JoHannah K. Torkelson**, JD, MPH, Special Programming & Communications

## **Presenters**

**Dr. Karen B. DeSalvo**

Acting Assistant Secretary for Health, HHS

**Abigail Forrence**

Fuel Up to Play 60 Ambassador

**Anirudh Muralidharan**

Fuel Up to Play 60 Ambassador

**Chris Watts**

Executive Director, National Foundation on Fitness, Sports and Nutrition

**Dr. James Rimmer**

Chair, PCFSN Science Board

## **Tuesday, May 16, 2016**

*The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Annual Meeting held on May 16, 2016.*

### **Housekeeping Announcements**

**Lauren Darensbourg, *PCFSN Staff Member***

- Attendees must silence cell phones and refrain from their use during the meeting.
- PCFSN encourages social media posts about the meeting. Post on Twitter @FitnessGov.
- Exits during the meeting must be made through the back corner doorway.
- Building security restrictions require that a PCFSN staff member accompany all those who exit the Great Hall, including for restroom trips.

### **Call to Order and Welcome**

**Drew Brees & Dominique Dawes, *Council Co-Chairs***

**Ms. Dawes**

- Welcomed attendees in the Great Hall as well as those tuning in online.
- Noted that Dan Barber would be joining the meeting remotely.

Ms. Dawes then gave the following remarks:

- This gathering is the final PCFSN meeting of the Obama Administration.
- In the past six years, the Council's impact has reached millions of individuals and communities nationwide.
- At his meeting, the Council will reflect on its accomplishments and discuss how to chart a path forward to meet the vision of a healthier America. There is still a lot of work to be done. Everyone is committed, passionate, and excited about future opportunities.
- Due to the limited amount of time for the meeting, the Council cannot take questions from the audience. We encourage you to send questions and comments to [fitness@hhs.gov](mailto:fitness@hhs.gov).

**Mr. Brees** gave the following remarks:

- We first came together in 2010 to begin our work.
- We have been fortunate to be surrounded by champions for our mission at the highest levels of office, including the First Lady and President.
- I want to thank our fearless leader, Shellie Pfohl, who has helped us harness our greatest potential to ensure all Americans are healthy and active.

- Together we've been able to address some of our nation's growing health concerns. These include getting kids more active and eating more nutritious foods in their schools and communities. We've also addressed barriers to inclusive opportunities for physical activity and sports participation.
- Today we will discuss our successes and how we can continue to contribute to the well being of all Americans.

**Ms. Dawes** introduced Dr. Karen B. DeSalvo, *HHS Acting Assistant Secretary for Health* (filling in for HHS Secretary Sylvia M. Burwell).

## **Welcome**

### **Dr. Karen B. DeSalvo, *Acting Assistant Secretary for Health, HHS***

- Thanked Ms. Dawes for her service and leadership on the Council, Mr. Brees for his work through the Drew Brees Foundation, and Council members for their impressive legacy over the past six years.
- Thanked "the fierce Shellie Pfohl" for being an incredible leader and team member in the Office of the Assistant Secretary. Praised Ms. Pfohl for her tireless focus to see that everyone in the United States--particularly every child--has the opportunity for health.
- Recognized the Council staff for their mission-driven concern for the health of Americans.

**Dr. DeSalvo** then gave the following remarks:

- The Council's legacy is 60 years old, dating back to President Dwight Eisenhower, who noticed that US children were less fit than those in Europe and set out to change that.
- President Obama and the First Lady have done some amazing work with physical fitness and nutrition in the last six years: *Let's Move!*, *Let's Move! Active Schools* (challenges 10 million kids across the country), and the new Presidential Youth Fitness Program (reaches 13 million children).
- Our work is not done, because we're not reaching everyone. Only 1 in 3 children today has the kind of opportunity to get the recommended full hour of physical activity every day. On average, children are still watching too much screen, including television and video games.
- We also need to see that children have more nutritional fitness, access to the right nutrition guidelines (My Plate), and access to quality healthcare.
- The Affordable Care Act has changed the world for many individuals. Twenty million people more people now have access to healthcare insurance coverage. I want to thank the Council and others out there who helped with open enrollments.
- We have more to do as we move into Open Enrollment 4. If you want to participate, let us know. This is going to be an even more challenging year than



in the past because there are fewer uninsured people to reach. We are only at 90%. We consider 100% a success.

Dr. DeSalvo made special note of the upcoming 2016 Summer Olympics:

The Administration supports the Olympic Games and the country of Brazil. We want to be supportive of everyone as the Brazilians work to host these games and see that they take place safely and securely so the world's best athletes have a chance to compete.

Our focus is to make sure that the athletes and visitors have the information they need to take proper precautions. We have issued some guidance about safe travel, including the recommendation that pregnant women avoid the Olympics.

We want everyone else to be thoughtful about how they can protect themselves. There are three precautions that people can take to avoid mosquito bites, both in Brazil and in the United States:

1. Use Environmental Protection Agency-registered repellants for insects.
2. Wear protective clothing.
3. Think about your surroundings. Eliminate standing water. Use window screens and air conditioning to keep insects out.

We hope you Council members will use your voices for education and get the word out about safe travel to Brazil.

**Mr. Brees** introduced 13 year-old Abigail Forrence, Fuel Up to Play 60 Ambassador:

- Abby is involved her school's cross country, track and field, and field hockey teams.
- She works with the Special Olympics and Girls on the Run.
- She is a participant in her school lunch program and has worked with her team to receive more than \$11,000 in grants to increase school meal participation. Improvements include a salad bar extension, a healthy cooking club, and a grab-and-go refrigerator.

### **Youth Perspective on Importance of Being Active and Eating Healthy Abigail Forrence, Fuel Up to Play 60 National Ambassador**

**Ms. Forrence** noted that she is from New Hampshire and would be providing her perspective on what students think should be done to improve physical activity and healthy nutrition in schools. She then made the following remarks:

- The Fuel Up to Play 60 program at my school deals with healthy eating and healthy nutrition. Examples include motivating students through a FitnessGram

program, initiating a 100 Mile Club, and introducing the Fun Run for younger grades. We also have many students joining the school sports programs.

- Students enjoy the grab-and-go refrigerator for breakfast and lunch. We can advertise healthy foods such as parfaits, fruits, and ham and cheese sandwiches on whole wheat bread. Students have reacted very well to it. They are learning that feeding yourself this way will help your overall achievements at school.
- We have physical activity breaks. During our inside recess sessions when students can do their homework, teachers also initiate an activity break. Options include throwing around a beach ball or jumping rope. These breaks help students be more focused during their remaining classes. This has made a huge impact on our school.

**Ms. Dawes** noted that as the mother of two girls, she is more aware of the importance of role models for children. She encouraged Ms. Forrence to continue being an amazing role model for her peers.

Ms. Dawes then described a Council pilot program with Fuel Up to Play 60 ambassadors. The Council staff is working with students to learn the youth perspective on PCFSN programs. She noted that Gen. Hertling will attend the Fuel Up to Play 60 student ambassador summit later in the year. Ms. Dawes acknowledged Tyler Croy and Courtney Zarda, two more student ambassadors in the audience.

Ms. Dawes then introduced the PCFSN's "fierce, fearless leader," Shellie Pfohl, who recapped Council achievements for the past year and for the entire Obama Administration.

## **Executive Director Report**

### **Shellie Pfohl, *PCFSN Executive Director***

- Thanked PCFSN members for giving their time and talents and described them as "the epitome of what it means to be a team."
- Recognized the PCFSN's current and past "tireless" staff and interns who "do the impossible on a daily basis."
- Noted the evening's 60th anniversary celebration with current and former Council and foundation members.
- Recognized several former Council members for providing support and mentorship: Ash Hayes, executive director, 1985-89; Melissa Johnson, executive director, 2003-2009; and Dr. Richard Keelor (also Lifetime Achievement Award recipient).
- Noted that Hubert Humphrey was the Council chair under President Lyndon Johnson. She added that Astronaut Jim Lovell was chair under Presidents Johnson, Richard Nixon, Gerald Ford, and Jimmy Carter. Mr. Lovell could not

attend the meeting but sent a congratulatory note, which Ms. Pfohl read to attendees.

Ms. Pfohl then made the following remarks:

- Early in the Administration, President Obama recognized the role that nutrition plays to help individuals lead a healthy lifestyle. In 2010, he expanded the Council's mission to include nutrition. We became the President's Council on Fitness, Sports & Nutrition.
- We worked hand-in-hand with the First Lady's office to combat childhood obesity and promote physical activity through the *Let's Move!* initiative. We participated in dozens of events and amplified successes over social media. We've provided inspiration to millions of Americans across the country.
- Over the past six years, between Council members and staff, we've engaged in about 900 outreach events. If you knew what our travel budget was, you'd be even more impressed. That tells me we've been out there in the communities.
- The First Lady challenged us to get a million people to do the PALA (Presidential Active Lifestyle Award) challenge. At the time, only 10,000 people had signed up for it during its entire history. Thanks to our partners--many of whom are in this room and watching us--we blew that number out at 1.7 million. People continue to join PALA and our Champions program as well. This includes Dr. McDonough, who has a platinum medal.
- In 2013, the Council launched *Let's Move!* Active Schools to integrate physical activity before, during, and after school. 19,000 schools across the country now reach more than 10.6 million students on a daily basis.
- Dr. Lavizzo-Mourey led the Physical Activity Guidelines Midcourse Report. The research showed that we need to reach students where they are--and that is largely at school, at least during the school year. Our focus on schools during this Administration certainly has been right on. That's where we're showing we can really make the most impact for kids.
- We launched a new Presidential Youth Fitness Program. People remember us because of the former youth fitness test. We took a good hard look at this through our Science Board and decided to sunset that test and its 25 year-old standards. In their place, we adopted a health-related fitness assessment in partnership with the Cooper Institute and FitnessGram.

We now have one recognized national fitness assessment called FitnessGram. Our partnership with SHAPE America brings in the professional development side of the equation. The National Foundation on Fitness, Sports and Nutrition is helping garner resources to get the program in more schools. The program

supports physical educators following national standards and grade level outcomes for physical education. The program is in 25,000 schools and counting, and affects 34 million kids and counting. The goal is to reach 140,000 schools and 55 million kids. The CDC (Centers for Disease Control and Prevention), Robert Wood Johnson Foundation, and HHS are conducting a three-year outcome evaluation of the program.

- We revitalized the *I Can Do It, You Can Do Can Do It!* (ICDI) program. This is the mentor/mentee program for people with disabilities that did so well in Miami-Dade. The program is now in 101 sites across the country in 33 states, and reaches about 400,000 people with disabilities. Those 101 sites were our goal for 2018. We already blew it out of the water. Now we're going to double it and get to 200 sites by 2018. Last month, Dr. Greenberg hosted the 12th annual ICDI ceremony for her school district. There are almost 2,000 students with a disability who are touched by this program in Miami-Dade alone.
- The PCFSN hosted the first White House Summit and Research Forum on Health and Fitness for Americans with Disabilities. We also launched Commit to Inclusion to encourage all types of organizations--companies, nonprofits, government--to be inclusive of all individuals. We have technical support for those organizations. We've already got 68 commitments. Now we've gone international. We're working with the Lakeshore Foundation, the Global Partnership on Children with Disabilities, the American College of Sports Medicine, and the Institute for Human Centered Design.
- The Council joined with the Aspen Institute last year to launch Sport for All, Play for Life. This is an action plan to improve access and opportunity for youth to participate in sports. The strategies will be implemented by national and community-based partners across the country.
- In February 2016, the PCFSN partnered with the Women's Sport Foundation and the National Women's Law Center to support the third anniversary of National Girls and Women in Sports Day. This included a roundtable discussion at the White House.
- The PCFSN also has an Active Aging initiative. We don't often talk about it because we are largely focused on youth fitness and nutrition. We partner with Stanford Center on Longevity, the International Council on Active Aging, AARP, and others, as well as with our own National Institutes of Health and its Go4Life program.
- We continue to seek out new partners. With a constrained budget, it is important for us to combine resources and talents.
- The Council worked with Mrs. Obama two years ago on Joining Forces. The American Council on Exercise and the International Health, Racquet &

Sportsclub Association made commitments to help our military families with thousands of hours of fitness training and hundreds of thousands of free health club memberships.

- We have a lot to be proud of, but we're not done. We're going to run through the tape. We're going to sprint to the finish. We will continue to serve. We are family now in this mission.

**Mr. Brees** introduced Chris Watts, Foundation executive director:

- Prior to this position, Mr. Watts served as managing director of sportswear company 4Point4, executing partnerships with nonprofits across the country.
- He previously managed strategic partnerships for the PCFSN.
- Before his career in the sports industry, he was an engineering analyst at Kimley-Horn & Associates, focusing on transportation and sustainable design.

## **National Foundation on Fitness, Sports & Nutrition Report**

### **Chris Watts, *Foundation Executive Director***

**Mr. Watts** thanked Ms. Pfohl and the Council for their support, effort, focus, and passion. He expressed pride in the Foundation's legacy and excitement for its future activities.

Mr. Watts noted that he became Foundation executive director almost exactly a year ago. Since then, the Foundation has worked to support the PCFSN's priorities and strengthen the partnerships.

Mr. Watts then made the following remarks:

- Today is the start of a new day for the Foundation. It was congressionally chartered in 2010 and is only foundation that supports national health and fitness priorities. It has the sole mission of supplementing and supporting the mission of the President's Council. We're committed to using the 60th anniversary timing and the upcoming election transition to solidify partnerships.
- The PCFSN's programs succeeded despite limited Council resources. The Foundation's role is to figure out how to take the PCFSN's missions, programs, and priorities and bring the best of the private sector to support, scale, and improve them over time.
- The priority right now is the Presidential Youth Fitness Program. Through our partnerships with SHAPE America, the Cooper Institute, and CDC, we've been able to reach almost 25,000 schools and 34 million students. The goal is much higher than that--140,000 schools and 55 million kids. We were able to get to our

original goal through a strategic investment by the General Mills Foundation, which committed \$10 million to ensure this program scales across the country.

- Although that is an incredible amount of money and we are grateful for those resources, we need even more to reach the schools where kids do not have access to physical educators. We continue to look for partnerships that are committed to the Council's priorities for the long term.
- Our board members are appointed by the Secretary of HHS through recommendations from leading members of Congress. Board members reflect the best in business, sports, and nutrition. We work in concert with PCFSN to figure out how we can use the private sector's resources, expertise, and innovations to support Council programs.
- We have three open spaces on the board that we will fill during this Administration. Our goal is to make sure we have a strong board so we can maintain the progress of this Council into the future. We need to sustain those programs in progress so we do not have a lull while we wait for new Council members to come in.

## **Reflections from Council Members**

**Moderator: Jayne Greenberg, *Council Member***

During this session, we will talk about our experiences, successes, and where we go from here. We'd like to take a walk down memory lane. For me as an educator, being on this Council has been my gold medal experience. I have had the opportunity to work with the most incredible Council members I could imagine.

I look at education as a game changer. As a school district administrator for the last 21 years, I get to see the impact of physical education, activity, and good nutrition on our children. I see the incredible impact of *Let's Move!*, *Let's Move! Active Schools*. I see how these and other programs at work in day-to-day life and how they make a difference. These memories will stay with me for a lifetime. This has been the pinnacle of my career.

### **Dan Barber (via video)**

My most memorable part of the PCFSN was when we got a chance to meet the President for the first time. I was at the end of a line of distinguished athletes, nutritionists, and doctors. As the President walked down the line and gave his signature handshake and hug, I was getting much more nervous than I thought I would be. The moment just gripped me and I let go with a hug bear hug. It was the most uncool I've ever been in my life, but it was a genuine expression of how I felt.

## **Michelle Kwan**

I remember doing jumping jacks on the South Lawn of the White House with the First Lady. We broke the Guinness Book of World Records. I thought, "This is going to be fun. I'm going to do jumping jacks with the First Lady." It turns out I was the counter. I looked across the South Lawn to the White House, the First Lady, and about a thousand kids. I was their cheerleader. I pictured during that minute how many people across the country were doing jumping jacks. That experience has something to say about the leadership of the Council and Shellie Pfohl. It also says something about how the President and First Lady epitomize a healthy, active family.

## **Gen. Mark Hertling**

My first memory is being in the same room with Jason Collins, Alonzo Mourning, and Grant Hill and realizing that I was the shortest person around. I usually don't get that reaction.

The memory that I really like, though, was the exhibition of team work from youth. We did an event in Orlando, Florida, where we were trying to generate interest among the school districts for *Let's Move!* Active Schools and Fuel Up to Play 60. We were having challenges with getting superintendents and PE teachers to buy into the programs. Dr. Greenberg came to show how they did it in Miami-Dade. It energized the school districts. That will probably result in another couple of hundred thousand children reaching their potential.

## **Jason Collins**

My favorite memory was of the White House Easter egg roll. Basketball and tennis are my two favorite sports. As I was teaching basketball to kids, in walks President Obama. I was able to shoot hoops with the President, the kids, and Shaq.

One other fond memory was when we did a physical activity break. I remember watching Misty Copeland stretch. Her form was perfect. She is one of the best ballerina's on the planet. I thought, "I'm doing stretching wrong. *That's* how you're supposed to stretch."

## **Donna Richardson**

I have several memories. One is being able to go personally to churches around the country and promote faith, fitness, family. I see a lot of success in terms of programs that churches now have to help people become healthier.

Another memory was when we went to one of the local schools in the DC area. I learned about a program for students to start gardens. That was fascinating.

I also visited a program in Miami in which kids were walking and running daily so they could do a 5K run-walk challenge.

And I have to agree with you, Jason, the Easter egg roll is so special, because you have families from all over the world coming to participate in different activities.

### **Anthony Robles**

I got the opportunity to go to McAllen, Texas, to speak about *Let's Move!* Active Schools for three days. I spoke to nine different schools. I was so inspired by seeing how excited the kids were and the different activities they did to stay active during the day. I told them I don't have any dance moves, and I walked away with some dance lessons. One little girl stood up to thank the Council. She wrote me a poem about my Mom and me. I still have it at home along, with a picture of me and the little girl. I remember giving her a big hug. She got me teary-eyed.

The last day of the trip, we went to a high school. The whole community was getting ready to run a mile. My plan was to give one last speech, run a lap, and catch a plane. I didn't want to get too sweaty. It was super humid outside. The same little girl started running next to me. We chatted back and forth. I stopped after one lap, and the little girl just looked at me. I told her I didn't want to get sweaty because I had to catch a plane. She didn't say anything, but she gave me a look that said, "Are you serious?" I ended up running the full mile with this little girl.

I have seen what the Council has done to inspire kids. I could see on each and every one of their faces how excited they were and how we've left a lasting imprint on their lives.

**Ms. Pfohl:** It was two and a half days, and you went to 12 schools. McAllen, Texas--eight miles north of the border--is the first school district in the country to have all schools signed up for *Let's Move!* Active Schools. They are also the first district in which all schools have achieved *Let's Move!* national recognition. The schools only signed up, but they followed through. And they also have the Presidential Youth Fitness Program. It's amazing what can happen from Council members' presence.

### **Cornell McClellan**

I'm humbled by being a part of the Council and the relationships I have made. This has always been a dream of mine. I had no idea 20 years ago how it was going to happen. I can remember the first day of our orientation and swearing in. It was so serious. You are the greatest Council that anybody could ever be a part of.

Service is a part of my life. This is like a dream come true in the sense that fitness, nutrition, and the education of the country is so important to me. I appreciate being with like-minded people. I told you to send me anywhere to do anything. You sent me to talk to between 40 and 50 news outlets. I had never done that before. I had to talk to all



those different outlets and sound the same on each one. I had to maintain the same energy for six hours. It's probably the toughest physical thing I've ever done.

### **Dr. Risa Lavizzo-Mourey**

I want to thank all of you for allowing me--a non-athlete--be a part of this. One of the things that's been most rewarding for me (I know it's going to sound nerdy) has been reading the reports that Shellie sends out. I remember when people said we couldn't get schools to be more active because they were too burdened. Everyone around this table has worked hard to dispel that. Just seeing the success numbers has really inspired me.

I also want to mention the Easter egg roll. Apart from everything else that goes on there, it is inspiring to see all the people around this table come together to make sure all the kids--no matter what their challenges--can participate.

### **Caitlin Cahow**

One of the memories for me is bobbing and weaving in the activity zone with Donna cheering me on.

The National Girls and Women in Sports White House roundtable was really amazing. It was a powerful moment, having so many girls and women in the room for whom sports have had such a tremendous impact. We got to appreciate that together, share our stories, and think about ways we can extend these opportunities to everyone.

Abby, thank you for sharing your story. It shows us that every single person is a big part of what we do here. We need to keep sharing those stories.

### **Dominique Dawes**

The Council's commitment is truly inspiring. Last night I was having a conversation with my husband. He's a school teacher and he's always trying to get me to go out and speak and inspire. I tell him that's not my goal right now. I'm a fulltime mom. This is where I'm supposed to be. He reminds me of the impact we can all make to touch people's lives. He made it very clear to me that the work I've done with the Council--the work that we all do speaking at schools--really does make a difference. We are inspiring people.

At the National Girls and Women in Sports Day meeting, it was a blessing to have my little infant there. She is now crawling up stairs at eight months old, so she's a little athlete.

A Paralympic athlete came up to me to tell me that I'm the reason she learned how to walk again after an accident. She said that her physical trainer was a huge fan of mine, had my poster, and told her, "I want you to be motivated like Dominique Dawes and determined like Dominique Dawes." Truly, Dominique Dawes is not that cool at home.

But I felt so touched that she shared that story with me; that she was inspired. She is walking strong now and is a teacher in the Maryland area.

Even though our careers may be behind us, there is still such an impact we make. To have the opportunity to be on the President's Council has truly been a gift from God.

### **Drew Brees**

It's awesome as I think back to the many students, health and fitness professionals, and PE teachers that we've all had the chance to be around. I have had some pretty unbelievable experiences with over the last six years.

Early on in my time as co-chair of the Council, I had the chance to fly during the NFL football season to film a *Let's Move!* and NFL Play 60 commercial on the White House lawn with President Obama, Troy Polamalu, and Demarcus Witt. This was midseason. We were going to run a football play for the commercial. We planned for Demarcus to try to sack me with President Obama as my receiver covered by Troy Polamalu.

I had heard about some of the President's athletic endeavors--that he's quite the basketball player and a big sports fan. He talks about his Chicago teams a lot. We only had time for one or two takes. The pressure was on. They gave us a new football and it was slick. I thought, "If this thing slips through his hands, we're going to have a broken nose right on the White house Lawn." I got the ball where I wanted it, though and the President just plucked it like he'd been there before. It was one of the most impressive catches I've ever seen. I wanted to sign him up right there, but he would not abandon his Chicago Bears.

**Dr. Greenberg** asked Mr. Brees to sum up *Let's Move!* progress with the following question:

We know the First Lady has been one of our strongest champions to further the work of PCFSN. *Let's Move!* started in 2010 with the aggressive goal of changing the childhood obesity epidemic within one generation. How are we doing and what more do we need to do?

**Mr. Brees:** The awareness and education is reaching an all-time high because of our ability to communicate. The thing that will always be a challenge is the affordability and accessibility of healthy food for kids. That challenge is always going to be there. The more you're able to educate them and give them access to what they need, the more motivated they become to do what they can to make that a part of their routine and their habits.

**Dr. Greenberg** asked Council members for their take on PCFSN progress in making changes to promote a culture of health:

### **Dr. Lavizzo-Mourey**

There is no question that we've made progress. In our youngest children, we're seeing obesity rates go down. We know that more progress is needed. In many communities, the rate is going up. We've got to commit to keep the momentum going in all of our communities. We need to especially make sure that wherever kids are--whether it's in preschool, school, or after-school programs--they're being exposed to good nutrition and the expectation that they're going to be physically active. If we can continue that momentum, we'll continue to make progress in all of our communities.

### **Mr. McClellan**

It's now something that everybody talks about. We got the conversation started. One time someone said to me, "I can't afford to go to the gym." I answered, "It's let's move, not let's gym." This is about moving. It's about being active. We have empowered people about that and we want to reach everyone. The food part is something we're still trying to figure out.

### **Mr. Shepardson**

I was fortunate enough to have a role at the beginning of *Let's Move!* These programs evolve, and I celebrate the way that *Let's Move!* has evolved. There is a demand for it out there. There has also been success with partners in the private sector who see the need for this. They are listening to their consumers and public as well. We have gone after this in a holistic way and that's why it's been successful.

### **Dr. Greenberg**

On this Council, we've made incredible strides with making physical activity part of education; adding "nutrition" to the name of the President's Council in 2010; getting persons with disabilities engaged in physical activities so they will no longer be sitting on the sideline; and promoting active aging.

We want to thank everybody for their input and vision. Together we strive to make a change. We are all committed to continuing to make a change. Thanks to this Administration for allowing us the opportunity to help ensure that the fitness level of men and women looking to go into the military will keep our shores safe. We will move forward to the next steps.

Thank you for leading us, Dominique, Drew, and Shellie.

### **Physical Activity Break**

**Cornell McClellan & Donna Richardson, *Council Members***

## **Science Board Update**

**Dr. James Rimmer, *Science Board Chair***

**Dr. Stephen McDonough, *Council Member & Liaison to Science Board***

- The roles and responsibilities of the Science Board were formalized in 2013. The Board serves as an advisory committee to the PCFSN. I encourage Council members to use the board when there is a question or issue associated with any level of evidence. We ensure that there is the highest level of scientific integrity.
- The Adult Fitness Test was re-launched in 2014. Although the PCFSN legacy is associated with the fitness test for children, fitness is extremely important for adults as well. The adult test encourages health professionals and employers to promote the importance of fitness.
- The Science Board also serves federal advisory committees, including the Physical Activity Guidelines Committee midcourse review and the Dietary Guidelines Committee.
- When *Elevate Health* started, it was a mimeographed document. I cannot emphasize enough how attractive it is now. It contains wonderful information that relates not only to the elements of science, but the importance of putting science into practice. The latest issue highlights healthy foods and beverages for youth in sports. There is lots of good information for consumers, researchers, and health professionals. We currently have 22,000 subscribers. One of our goals is to increase that number by at least two.
- The goal of the Commit to Inclusion movement is to ensure that all populations in our society and across the world have increased access to physical activity and nutrition. We need to work together to promote the elements of health among those who are least served.
- The ongoing Nutrition and Behavioral Health working group addresses the fact that mental health issues create many elements of poor health, including physical inactivity and poor nutrition. The working group is studying how nutrition affects behavior and how that behavior can lead to positive or negative outcomes. The group is developing a peer review journal article as well as a PCFSN report.
- The Active Aging working group has been ongoing for more than a year. Over the next 10-15 years, the number of people over 65 will double. It's extremely important to reach the older adult population in our communities and make sure they are protected by engaging in good health practices.
- The Whole of School Physical Activity working group has been looking at why schools no longer require physical education. The group has recognized many

teachers and communities are interested in increasing physical activity. It's the administrations that really need to be reached. The group is working on a report to reach administrators and encourage support for more physical activity.

### **Dr. McDonough**

The Science Board provides evidence-based information for healthcare providers and physical educators. It's helpful for Council members and staff to have this information as we travel throughout the United States advocating for the changes that are needed.

Activity and inclusion are so important. In my practice, I've dealt with so many families having struggles just obtaining insurance coverage and keeping their children with disabilities healthy enough to go to school. Family physical activity was often not a priority in their daily struggles. One of my best memories is seeing kids with disabilities getting involved with physical activities and having access to physical therapists. It was also inspiring to attend the Wounded Warrior competition in Colorado Springs and see these service members with tremendous disabilities at their athletic peak.

## **Lifetime Achievement Awards Presentation Council Members**

**Hannah Torkelson** introduced the Lifetime Achievement Award recipients. The awards have been presented annually since 2007 during National Physical Fitness and Sports Month. The awards are given to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, fitness, sports, and/or nutrition-related programs nationwide. Up to five awards are presented based on the scope of a person's career, the number of lives touched, and the impact of the legacy:

**Charles B. "Chuck" Corbin, PhD** - Dr. Corbin is Professor Emeritus in the School of Nutrition and Health Promotion at Arizona State University. He is a fitness/physical educator and a researcher in fitness, health, and wellness. He co-authored the first physical activity guidelines for children and is a fellow in the American College of Sports Medicine. He served as the first chair of the PCFSN's Science Board. Dr. Corbin is most recognized for his pioneer work in fitness education, youth fitness, and activity promotion. Dr. Corbin was unable to attend.

**Diane H. Hart, CHES, NCCA, CPT** - Ms. Hart is president and executive director of the National Association for Health and Fitness and the key architect and chair of Global Employee Health and Fitness Month. As a fitness professional, Ms. Hart holds multiple national certifications in the field of fitness and health promotion. Her activities include provider and health specialist with BlueShield of Northeastern New York, specializing in Corporate Wellness Programs, and founder of Hart to Heart Fitness. Ms. Hart is the proud recipient of the Silver Eagle National Leadership Award created in memory of C. Carson Conrad, who served five US Presidents as executive director of the PCFSN.

**Richard J. Hodes, MD** - Dr. Hodes has directed the National Institutes of Health's National Institute on Aging since 1993. He has devoted his tenure to the development of a strong, diverse, and balanced research program focusing on the genetics and biology of aging; basic and clinical studies aimed at reducing disease and disability, including Alzheimer's disease; and age-related cognitive change. He has also focused on dissemination of research results to health professionals and to the public, including initiatives on exercise and physical activity aimed at maintaining health and well-being while aging, led by the institute's Go4Life physical activity and exercise campaign for adults age 50 and older. He was unable to attend.

**Rafer Johnson** - Mr. Johnson was a founding member of Special Olympics California and has served on the Southern California Board of Directors for more than 40 years. He has been instrumental in the development of the Special Olympics program and its fundraising activities. Throughout his career, Mr. Johnson has received more than 50 honors and awards related to his many athletic and academic achievements, which include being a three-time world record holder in the decathlon, a silver medalist at the 1956 Olympics, and a gold medalist at the 1960 Games. He was unable to attend.

**Grand Master Ken Min** - Mr. Min is Faculty Emeritus, Director of the International Martial Arts Research Institute, University of California, Berkeley, and a 9th Dan Black Belt in taekwondo, judo, and yongmudo. Mr. Min's life has been devoted to the martial arts, first as a competitor, then an instructor, coach, and ultimately founder, editor, manager, researcher, and administrator. He founded the University of California Martial Arts Program, which includes judo, taekwondo, wushu, karate, tai chi chuan, and yongmudo. Under Mr. Min's leadership as team coach and technical director, the Berkeley taekwondo team won 34 national team titles within a 38-year period. He was a founding member of the World Taekwondo Federation and served on that organization's governing council for almost four decades. He was unable to attend. His daughter, Dr. Sylvia Min Luther, will accept the award on his behalf.

**Ms. Torkelson:** In honor of our 60th anniversary, the PCFSN has recognized 60 leaders at the community level from across the country with the 2016 Community Leadership Awards. They are awarded to individuals or organizations that provide or enhance opportunities to engage in sports, physical activity, fitness, or nutrition-related programs within a community. A list of recipients is available at [www.fitness.gov](http://www.fitness.gov).

## **Celebrating 60 Years of the President's Council**

**Moderator: Rob Shepardson, Council Member**

**Ms. Dawes** noted that Mr. Shepardson spearheaded the effort to develop a strategy to celebrate the Council's past 60 years and chart the vision for the next 60. She welcomed *Let's Move!* Executive Director Deb Eschmeyer to the discussion.

**Mr. Shepardson** launched the new #0to60 campaign. He acknowledged fellow subcommittee members Dr. Greenberg, Gen. Hertling, Dr. McDonough, and Mr. Robles.

After introduced a film clip of President John F. Kennedy to provide historical context, Mr. Shepardson made the following remarks:

- On July 16, 1956, President Eisenhower established the President's Council to ensure that American youth were fit and active. Health remains an important priority. We developed the goals for the 60th anniversary campaign based on that mandate to reinforce the Council's mission to help Americans achieve an active, healthy lifestyle. We seek to engage as many stakeholders as possible to help us.
- We talked to many experts across the country on health, fitness, and well being and audited current programs. There are thousands and thousands across the country in the public and private sectors. This audit helped us formulate the following ideas for the campaign: 1) Narrow the program theme to an intuitive idea that everybody can grasp. 2) Target parents, caregivers, and educators because they make decisions on how our children live their lives. 3) Go to where our audience is. These days that means social and digital media. 4) Formulate an idea that is big enough to accommodate all of the programs that already exist. We also must be sensitive to the many issues that affect adoption of a healthy lifestyle - cultural, societal, income, geography, religion, and tradition.
- Here is the rationale for the campaign: They say a new habit takes root when you've done something for about 60 days in a row. This is perfect for us, considering it's the Council's 60th anniversary, kids need 60 minutes of activity daily, and sharing tips on eating healthy should only take about 60 seconds. So let's take people on a journey from zero to sixty. The idea is to start at zero and move to sixty in a way that is accessible for anyone who wants to start living a healthy lifestyle. It's a message for everybody out there.
- We have assembled many partners to help us in this effort.
- As much work as the Council has been done, its message still needs to get out there. There are still people who don't get exercise on a regular basis. It's difficult for a lot of people who are just trying to make ends meet in their lives.
- We have put together an integrated program that will launch through this year. It includes a Facebook page, website, and the logo "#0to60." We are building an app so people can engage with the campaign on their smartphones. It is an easy way to direct people to videos, programs, and links to other fitness communities around the country.
- We are going to figure out ways to use the President, First Lady, and others to get the message out. We are doing a video with some of the top Hollywood talent. There will be a new song for the campaign to replace the "Chicken Fat Song" written by Broadway composer Meredith Wilson.

- Schools, community centers, parks, and sports facilities around the country will develop programs with the #0to60 branding.
- Partners will activate summer programs as more people go outside. The big push to the public will be in the August-September time frame to engage with schools.
- The subcommittee is looking to the relationships, connections, and experience of Council members as #0to60 launches into the fall.

**Ms. Pfohl** noted that Allyson Felix joined the meeting via phone.

### **Council Member Discussion**

**Ms. Eschmeyer:** You all know that you are stellar role models already. You are truly making a difference with your public service and thought leadership. Special thanks to Rob for everything he's done putting this campaign together. All ideas are welcome for how we reach people. I encourage us to think about ways to make this hit home for everyone, including tweets about how we get in our 60 minutes of activity. I hope folks will take that challenge in helping us get the message across.

**Ms. Dawes:** We want to reach everybody, but also reduce screen time. As a mom of two girls, I don't have much time to get my 60 in all at once. I have a app that gives me a five-minute full body workout. I would encourage you seek out shorter workouts to suit our short attention spans and turn screen time into an active workout.

**Dr. Lavizzo-Mourey:** I read a study recently that said our brain is engaged to different degrees for different activities. When you're hearing a story, your whole brain is engaged. We have to think of ways to tell the stories of people who are really embracing and active lifestyle. It's the stories that will inspire people more than the facts and figures.

**Ms. Cahow:** It can be daunting for some people to say, "I've got to get healthy." It's really important to hear those stories. We should also suggest opportunities to exercise that may not be the first thing that comes to mind. I love when Cornell said, "It's not let's gym, it's let's move." It's really about getting out there and moving and doing the best you can.

**Dr. Greenberg:** The simplicity of #0to60 makes sense and fits in with the physical activity guidelines and getting together with people where we live, work, play, and pray to find someone to be physically active with.

**Mr. McClellan:** We should get across the idea of progression. If you start at zero and reach ten you win. You can build to your sixty.

**Mr. Shepardson:** That's part of the app that's being built. It will allow people to see their progress and be encouraged by it. I have asked the Council members to send along



their favorite stories. If you have heard about an individual or school, pass it along. You're the ones who are out there and hear these stories.

**Ms. Kwan:** How about a grassroots social media campaign along the lines of the ice bucket challenge? It would be based on #0to60 content with Council members, the President, the First Lady, and others creating 60 second videos, sharing them on our social media platforms, and challenging others to do their sixty.

**Mr. Collins:** The kids could be encouraged to go home and share the message with their parents to get the whole family involved.

**Ms. Dawes** introduced a video message from Rachael Ray congratulating the Council on its 60th anniversary. Ms. Ray said it has been an honor to help Americans--especially children--eat better and move more. This season, her show committed 40 segments to fitness, nutrition, and wellness and highlights of young people's efforts in their communities. Misty Copeland, Grant Hill, and Dr. Ian Smith have appeared on her show. She said she looks forward to continuing the Council's work to encourage everyone to adopt a healthy lifestyle every day.

## **The Next 60 Years: Advice for Continuing the Mission**

**Moderator: Dr. Risa Lavizzo-Mourey, *Council Member***

Dr. Lavizzo-Mourey was joined by Fuel Up to Play 60 Ambassadors Abby Forrence and Anirudh Muralidharan.

**Ms. Dawes** reintroduced Dr. DeSalvo:

- Has focused her career on improving access to affordable, high quality care for all people, especially vulnerable populations, and promoting overall health. She has done this through direct patient care, medical education, policy and administrative roles, research, and public service.
- Has leveraged public-private partnerships to address the social determinants of health through environmental, policy, and systems level changes.
- Earned her Medical Doctorate and Master's in Public Health from Tulane University, and Master's in Clinical Epidemiology from Harvard School of Public Health.
- Has an honorary doctorate from her alumnus institution, Suffolk University.

**Dr. Lavizzo-Mourey** asked Council members to think long term (the next 60 years) about how to build a culture of health. She defined "culture" as "the way we do things around here"--in our families, workplaces, schools. She asked Council members to think about the aspects of the culture that make it easy to be healthy or not. She defined "healthy" as more than the absence of sickness. She included health in mind, body, spirit, and community. Health is the foundation of prosperity and a safe nation, she concluded. It's what gives us confidence. She then made the following remarks:

- Why has so much of the discussion focused on how difficult it is to be healthy? I want to engage you in a discussion of how we can change that over the next 60 years.
- No matter how difficult a person's childhood was, he or she can usually recall a moment of happiness and confidence. The memory often involves being physically active, even for people with limitations. There is a connection to other people during that moment; being safe in a community.
- We need to keep in mind what Amelia Earhart said: "The most difficult decision is to act. After that, everything else is tenacity." We're going to talk about the tenacity it's going to take to get to a culture where health is a central part of everything we do--where we live, learn, work, pray.

## Council Discussion

**Dr. McDonough:** For 29 years I was a slug. The last 36 years, I've been exercising every day. For the last 20 of those years, I've been walking dogs. My top priority when I get up every day is how I'm going to get my dogs their two hours of exercise. I fit everything else in to that pattern. I'm an older person now. I've spent my life as a pediatrician focusing on kids. Looking toward the future, I think there's a tremendous potential for people like myself who are not as active physically. They may not walk themselves, but if they have a dog, they are going to walk that dog. We may not have talent when it comes to sports, but we want to be fit and we want to keep our dogs happy. That's something to look at for the Council. We could get some partners who are dog lovers. It's bipartisan. Many Republicans, Democrats, and Independents are dog lovers. If we can't bring ourselves together, maybe our dogs can.

**Mr. McClellan:** We have to convey that this is not about quick fixes, but a way of life. We have to translate it in a way so that people know we're talking about walking your dog, riding a bike, and playing with your children. When I think of "culture," that's what comes to mind. It has to become what's normal. People go to work. You don't have to remind them to go. It's a way of life. Right now we think of exercise as something we do when we find time. Movement is not something you find time for. It's how you live.

**Dr. Greenberg:** When we think about school, we think about kids. But we're talking about the whole school environment--administrators, custodial and cafeteria staff. When we bring in *Let's Move!* Active Schools, we're changing the whole school environment and making a culture of health. Many kids spend 11 hours at school. The school environment becomes critically important.

**Gen. Hertling:** Walking a dog may get your physical exercise, but there's also that spiritual element of being with nature, being with another animal, and the mindful/emotional approach of these things coming together. As we look at the next 60 years, perhaps the #0to60 campaign is just the beginning of reaching into other areas of holistic health. A decrease in physical activity also seems to correlate with a decrease in mental and emotional health. We've got to bring all three of these together. I think that should be the emphasis of the next 60 years.

**Dr. Lavizzo-Mourey:** A lot of that depends on what we have available in our communities.

**Mr. Shepardson:** We need to consider the impact of technology. The level of smartphone usage, for example, is extraordinary. In Scandinavia--which is much further advanced technologically than we are in many ways--the culture is very much focused on health. What are they doing there that makes health a way of life?

**Ms. Dawes:** I think there should be a little bit more emphasis on relationships. It's important when we're teaching people about a healthy lifestyle to emphasize that it's a group affair, a team affair, a family affair. If we empower people to live a healthy lifestyle, we've got to remember that we're going to do it together.

**Ani:** The next generation is who will be living these next 60 years. The adults should be teaching them a positive, healthy lifestyle. Actions speak louder than words. When someone does something positive, it really affects a student a lot more than someone just telling you to do something.

**Abby:** Students can be teaching students. Students react more positively to other students speaking to them how important this is. A student speaking to a student can really show how this next generation is going to take control of how we are going to be more active and healthy.

**Dr. Lavizzo-Mourey:** Many of us are in meetings all day. The Council has activity breaks instead of coffee breaks. Why can't that be the expectation?

**Ms. Eschmeyer:** I would love to know if we could change study hall to be active. Why is study hall sedentary? Why aren't we exercising while we're studying chemistry? We all know that active minds do better. We stand for the first 15 minutes of *Let's Move!* meetings. It recharges you. We should challenge ourselves about how we go #0to60 every day--walk around the kitchen while you're waiting for your bagel to pop out. What about grocery store treks? What can we do to make it a little bit easier to keep moving? We need to look at what we traditionally do and just push a little harder.

**Mr. McClellan:** We should also talk about zero to sixty years. What do you do at age one? At two? Building all the way to 60? We can take it past 60, but we're talking about this campaign. Let's teach people how to take zero to sixty and make a mark every year. Sometimes people think, for whatever reason, that there is an age where they're supposed to stop. We've got to keep people active and moving. How do we build that into the mindset of the culture?

**Dr. Greenberg:** One day I decided that instead of sending emails or making phone calls, I would walk from office to office throughout the day. I put 7,000 steps on by not using the computer or phone to communicate with colleagues. Just those little simple things in the workplace can make a difference.

**Ms. Dawes:** It's painful to stand, workout, and walk in heels. If you're 5'3", though, you want the height. We can target women with something fun like kicking off our heels and putting on comfortable shoes to get moving, stand during meetings, and walk.

**Ms. Richardson:** One thing I've been sharing with women is to start every day by doing something that's good for your mind, body, and spirit. What I do every morning is PMS--the good PMS: prayer, meditation, and stretching. If I do nothing else for the rest of the day, at least I've been able to get something in that's meaningful for me. I may throw in some core exercises just to make sure I've gotten some strength training. If I don't do these things, my day is totally different.

**Dr. Lavizzo-Mourey:** I think the wisest words came from the future--our youth. They told us that our actions speak louder than our words. We are the role models, but young people also want to learn from each other. We need to empower every single environment where our kids are to be as healthy as possible so they will learn how to teach each other.

## **HHS Reflections on a Healthier Future**

**Dr. Karen B. DeSalvo, *HHS Acting Assistant Secretary for Health***

I am from New Orleans. In the aftermath of Hurricane Katrina, those of us in the health field took stock of what we had and had not been doing to support our community. We thought about how could we change our community to one that had more of a culture of health. As I took on the responsibility of health commissioner, I had a daunting task to look at the our challenges with physical activity access and consumption of healthy food.

We went straight to the most important source--the youth in our community. They told us with great clarity that they wanted to stay physically active; they wanted to have healthy foods to eat; they knew these things are directly related to their school performance. They asked us to talk about fitness overall, not just focus on obesity. It was part of how our community was rethinking our approach to health. I want to give you two key cultural changes that stick with me:

I went to lunch at a notoriously unhealthy establishment and saw that it was now serving brown rice. That would have been unheard of in the past. The restaurant said it was getting a lot of demand for brown rice. We're seeing in our restaurants, farmer's markets, and community gardens a cultural shift toward access to healthy food.

That same community made the decision to go smoke free.

If a city like New Orleans that is known globally as a place of rich food and unhealthy lifestyles can make a decision to change, I really believe that anyone can.

Those young voices of the future in the community are aging up and taking responsibility in high school and beyond. They are taking part in solutions.

There are extraordinary people who are sufficiently self-motivated to get up every day and eat perfectly right and exercise. I, like some of you, am often motivated by my dog. When I don't feel like I want to get out there and run, she does. That sense of responsibility to others in the community is important, but we have to make healthy choices easier.

We haven't really got the infrastructure in our country that supports people to get out and walk. We have to consider the social determinants that are sometimes in the way, particularly in communities where there may not be safe playgrounds, parks, sidewalks, or access to healthy food. As community members, we have to pay attention to how we make that infrastructure happen.

I recently went to Johnson City, Tennessee. It doesn't have a health department, so the citizens had to become their own health department. As I was visiting a school to hear how young people are using technology to encourage themselves to be active, I heard a story about how the town made a decision that health is a priority. The Public Works Department had to dig up a sewer line and lay down a new one. They took it upon themselves to put a hat on top of the sewer line when they covered it over because they knew that walking was important. They saw their project as a way to be part of the solution.

Those kinds of decisions over time are going to weave together over the next 60 years and give us a chance at health. Though we're now healthier overall, that's not true for all of our neighbors. There is a sense of urgency that I feel to give everyone a chance to participate.

Thank you to the youth ambassadors for reminding us that we are the caretakers of your health. I ask young people to remind us not to be assumptive. One thing that happens with age is that you know a lot of things, so you think that's your toolset and that's the way you're going to solve your challenges. You guys understand things in a new way. You have a new way of thinking and collaborating with people that is going to help us in our mission.

## **Closing Remarks & Adjourn**

**Drew Brees & Dominique Dawes, *Council Co-Chairs***

**Ms. Dawes**

I want to thank Shellie Pfohl. She has been the most amazing leader. I also want to thank my co-chair Drew and the Council members, who are amazing role models. You make a difference and you inspire me to want to give more. Thank you all for your commitment.

As President Kennedy said, sound mind/sound body are what we need for the next generation, but we must not forget the importance of sound parenting. Everything does start at home. Kids are in school the majority of their time during the day. However, I've been traveling around giving motivational talks for 20 years. When I ask kids who their role models are in life, they do not say an athlete or celebrity. They either say mom or dad. Your kids are going to model your behavior. You have the greatest impact. You can teach your kids to love themselves and love those around them. If you want your kids to lead a healthy lifestyle, you need to show them how each and every day. What they learn from the Council is a cherry on top. You are truly what the recipe is all about.

Please visit our website at [www.fitness.gov](http://www.fitness.gov) and follow us on Twitter @FitnessGov to stay updated on all of our activities.

### **Mr. Brees**

As a father of four children, I wake up every day and think about how I need to model for them. In addition to walking away today feeling good about what we've accomplished for the past six years and 60 years, and what this Council will continue to accomplish, let's all identify at least one thing that we can work on immediately to continue to have influence in a positive way in our homes and in our communities.